

GUIDEBOOK TO THE MARVEL CINEMATIC UNIVERSE

MARVEL

IRON MAN

PARAMOUNT PICTURES AND MARVEL ENTERTAINMENT PRESENT A MARVEL STUDIOS PRODUCTION IN ASSOCIATION WITH FAIRVIEW ENTERTAINMENT A FILM BY JON FAVREAU "IRON MAN" ROBERT DOWNEY JR., TERRENCE HOWARD, JEFF BRIDGES, SHAWN TOUB AND GWYNETH PALTROW
MUSIC BY YANNI DJAVRANO MUSIC SUPERVISOR JAVIE JORDAN VISUAL EFFECTS SUPERVISOR JOHN NELSON VISUAL EFFECTS AND INDUSTRIAL LIGHT & MAGIC EDITOR DAN LEBENTHAL, A.C.E. PRODUCTION DESIGNER J. MICHAEL RIVA DIRECTOR OF PHOTOGRAPHY MATTHEW LIBATOU, ASC. EXECUTIVE PRODUCERS LOUIS D'ESPOSITO, PETER BILLINGSLEY, JON FAVREAU, AND AVI ARAD
MARVEL EXECUTIVE PRODUCERS STAN LEE, DAVID MARCEL PRODUCED BY AVI ARAD, KEVIN FEIGE SCREENPLAY BY MARK FERGUSON & HANUK OSTOY AND ART NARCISU AND MATT HOLLOWAY DIRECTED BY JON FAVREAU
DOLBY DIGITAL DTS FDD

Covering Marvel's *Iron Man* (2008) and *Iron Man: I Am Iron Man* (2010) #1-2.

HEAD WRITER/COORDINATOR: **MIKE O'SULLIVAN**

COORDINATORS: **MIKE FICHERA, DARON JENSEN, AND JEPH YORK**

WRITERS: **TROY BENJAMIN, CHRIS BUCHNER, MADISON CARTER, ANTHONY COTILLETTA, PATRICK DUKE, MIKE FICHERA, DARON JENSEN, ROB LONDON, CHRIS MCCARVER, SEAN MCQUAID, ROGER OTT, MARKUS RAYMOND, MARC RIEMER, JACOB ROUGEMONT, MARC SUMERAK, STUART VANDAL, AND JEPH YORK**

ARTISTS: **MICHAEL ALLRED, MARK BRIGHT, JIM CHEUNG, MIKE DEODATO JR., STEVE DITKO, ADI GRANOV, DON HECK, JACK KIRBY, GREG LAND, SALVADOR LARROCA, RON LIM, JORGE LUCAS, DAVID MARQUEZ, RYAN MEINERDING, CARLO PAGULAYAN, GEORGE PÉREZ, PHIL SAUNDERS, KENT SEKI/THE ORPHANAGE, AND JIM STARLIN**

COVER ARTIST: **MIKE DEL MUNDO**

BACK COVER ARTIST: **ADI GRANOV**

BOOK DESIGN: **JAY BOWEN**

SENIOR EDITOR, SPECIAL PROJECTS: **JEFF YOUNGQUIST**

ASSISTANT EDITOR: **SARAH BRUNSTAD**

IP HUB MANAGER, PUBLISHING: **BRIAN OVERTON**

ASSOCIATE MANAGING EDITOR: **ALEX STARBUCK**

EDITORS, SPECIAL PROJECTS:

MARK D. BEAZLEY AND JENNIFER GRÜN WALD

SVP PRINT, SALES & MARKETING: **DAVID GABRIEL**

EDITOR IN CHIEF: **AXEL ALONSO**

CHIEF CREATIVE OFFICER: **JOE QUESADA**

PUBLISHER: **DAN BUCKLEY**

EXECUTIVE PRODUCER: **ALAN FINE**

FOR MARVEL STUDIOS

CREATIVE DIRECTOR, RESEARCH: **WILL CORONA PILGRIM**

SVP PRODUCTION & DEVELOPMENT: **JEREMY LATCHAM**

PRESIDENT: **KEVIN FEIGE**

SPECIAL THANKS TO DAVID ALTHOFF, STEVEN BOYD, SHAWN "KEEBLER" BYERS, JEFF CHRISTIANSEN, ERIKA DENTON, TIM DILLON, JOE HOCHSTEIN, PERCIVAL LANUZA, JACQUE PORTE, AND RYAN POTTER

IRON MAN CREATED BY STAN LEE, LARRY LIEBER, DON HECK, AND JACK KIRBY



The lights go down. Cell phones wink off one by one. Popcorn in hand, you settle back into your seat. The trailers end, and the movie begins... Suddenly, it appears: that familiar red logo, its rapid-fire blizzard of comic panels flipping past to spell out “MARVEL” across the screen. A fist! A mask! A cape! Was that an iron helmet? A star-spangled shield? A magic hammer?! A chill races up your spine as once again you are back home in the Marvel Cinematic Universe!

Marvel Studios’ films have taken the world by storm, catapulting characters once familiar only to comic fans into the larger pop-culture limelight — turning Iron Man, Thor and even the Guardians of the Galaxy into household names. And just like in the comics they hail from, where character crossovers are the norm, one of the Marvel Cinematic Universe’s most captivating facets is the fact that all of its films exist in the same shared world — an exciting and unpredictable playground where the Black Widow can skip from *Iron Man*’s sequel to *Captain America*’s, Tony Stark and Bruce Banner can cameo in each other’s films, and super-spies Phil Coulson and Nick Fury can effortlessly transition from the first *Iron Man* film to *Marvel’s The Avengers* to TV’s *Marvel’s Agents of S.H.I.E.L.D.* Sure, there have been movie sequels before, but nothing

like Marvel’s lineage of loveable linkages has ever been accomplished! What other film series can boast such a cacophony of character continuity?

This series, the *Guidebook to the Marvel Cinematic Universe*, hopes to capture all that movie magic and more, rewarding readers with an encyclopedic treasure trove of information on each film’s memorable stars. Each *Guidebook* will provide an in-depth look at the heroes, villains, friends, foes, weapons, technology and locations both major and minor featured in each film — starting with the 2008 blockbuster that birthed the MCU itself, *Marvel’s Iron Man!*

The *Guidebook to the Marvel Cinematic Universe* is a different beast than our sister publication, the long-running *Official Hand-*

book of the Marvel Universe. Unlike an *OHOTMU* profile, which covers seven decades of the comic-book appearances of a person, place or thing, each *Guidebook* profile focuses specifically on the events of one individual MCU movie or TV season for the profile subject. Revelations from future films will be incorporated in the subsequent *Guidebook* devoted to the film in which the information is revealed. The goal is to present an in-depth look at the Marvel Cinematic Universe as it existed at the time of each film — and, over the course of the series, to showcase the MCU’s evolution, interconnect-edness and ever-increasing complexity.

The *Guidebook* will only include information revealed in the final version of each film — nothing from deleted scenes, early drafts or behind-the-scenes features, which often contradict the finished product. However, we will be weaving in facts, figures and images from the gorgeous *Art of* books for each film — as well as incorporating the all-new stories from the canonical official Marvel Cinematic Universe tie-in comic books. A list of the MCU comics covered in each *Guidebook* can be found on that issue’s credits page.

And now that the opening titles have passed by, it’s time to dig deep into the premiere edition of the *Guidebook to the Marvel Cinematic Universe*, and learn all there is to learn about a self-centered genius named Tony Stark and his wondrous inventions. We hope you join us for each issue of the *Guidebook* as we shine a spotlight on every installment of the Marvel Cinematic Universe. And if you stick around until the end, there might just be a little shawarma...



LARGE REACTOR

MINI-REACTOR

ARC REACTOR

FIRST APPEARANCE: *Iron Man* (2008)



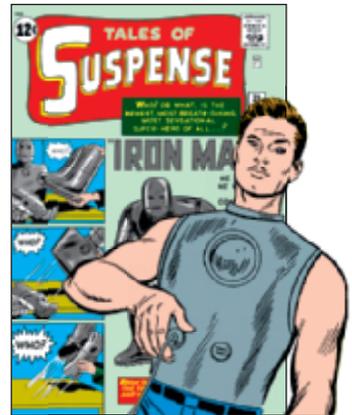
Though Stark Industries was primarily known for manufacturing weapons, one of Howard Stark's most powerful yet underappreciated inventions was the Arc Reactor, an environmentally friendly high-output energy source with relatively little real estate necessary to house the unit. One such reactor powered Stark Industries' Long Beach campus. While it was viewed within the company as good for public relations, people such as corrupt business partner Obadiah Stane were quick to point out that the device was not cost-effective and had no technological advancements in over 30 years, believing it good only for "shutting up the hippies."

During the captivity of Howard's son, Tony, in Afghanistan, fellow prisoner Ho Yinsen implanted a crude electromagnet into Stark's chest, powered by a car battery, to prevent lethal shrapnel from entering his heart. Stark successfully built a miniaturized version of the Arc Reactor, both to replace

the car battery and to power a suit of armor he and Yinsen secretly constructed to facilitate their escape. Once home, Stark replaced his reactor with an upgraded version. Stark asked his executive assistant Pepper Potts to dispose of his first mini-reactor, but she later gifted it to him, mounted in a casing engraved with the words "Proof that Tony Stark has a heart."

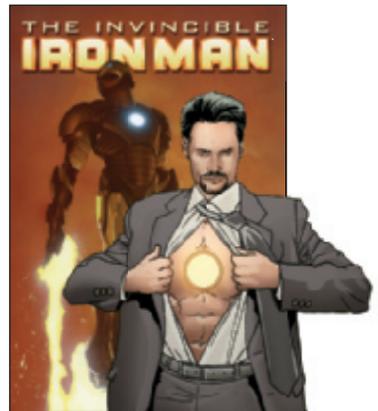
Stane attempted to construct his own armored suit, but his top scientists failed to replicate Stark's mini-reactor. Instead, Stane paralyzed Stark with a compact sonic device and stole the upgraded unit from his chest, leaving him for dead. However, Stark was able to use Potts' gift of his original mini-reactor to save himself and confront Stane, now wearing the massive "Iron Monger" armor. Though this mini-reactor barely had enough power to run Stark's new Mark III armor, Iron Man lured Stane onto the roof over the large Arc Reactor powering the campus, and ordered Potts to overload it, destroying both it and Stane. 🌟

IN THE COMICS



THE TERM "ARC REACTOR" WAS not used in the comics until recent years. Initially, Stark's armored chest plate protected his heart from the shrapnel. The armor's center chest-piece has been used to project forms of light (including lasers), plasma beams, electromagnetic pulses and holograms.

FIRST APPEARANCE:
TALES OF SUSPENSE #39 (1963)



MORE RECENTLY, STARK implanted a new electromagnetic generator called the Repulsor Tech (R.T.) node into the injured Pepper Potts' chest; this unit later powered a suit of armor Stark built for her. After Potts had healed, her R.T. node was put into Stark's chest to help revive him from a coma and power his body, now integrated with his own technology.

FIRST APPEARANCE:
INVINCIBLE IRON MAN #3 (2008)

FACT SHEET

- ▶ THE FIRST MINI-ARC REACTOR GENERATED 3 GJ/SEC OF POWER OVER A 15-MINUTE PERIOD. THE SECOND ONE INCREASED BOTH THE POWER AND DURATION OF THE ENERGY OUTPUT.
- ▶ THE FIRST MINI-ARC REACTOR WAS ROUGHLY 3.5 INCHES IN DIAMETER; THE CENTER RING WAS COMPRISED OF 1.6 GRAMS OF PALLADIUM SCAVENGED FROM OTHER STARK INDUSTRIES WEAPONRY.

IRON MAN TONY STARK

FIRST APPEARANCE: *Iron Man* (2008)

The genius son of weapons designer Howard Stark and his wife Maria, Tony Stark built his first circuit board at age four and assembled a V8 motorbike engine at six. Entering the Massachusetts Institute of Technology in his teens, he became their “robotic wunderkind,” developing a theory that artificial intelligences (A.I.s) could be imbued with personalities. At 16, he won the 4th Annual M.I.T. Robot Design Award; a year later, he graduated summa cum laude. Smart, rich and good-looking, young Stark earned a playboy reputation, enjoying casual dalliances with many beautiful women. Stark’s successes fed his ego as he became a cocky, prideful young man; his attention was easily diverted, his attitude grew arrogant and he developed a rapid-fire speech pattern that matched the speed of his thoughts. In December 1991, Stark’s parents died in a car crash; Howard’s friend Obadiah Stane became Stark Industries’ interim CEO until Stark took over when he turned 21. As Stark took the company to new heights by developing smart weapons and advanced robotics, Stane hid a growing resentment, believing that he was keeping the company running while Stark partied. To facilitate his willingly chaotic life, Stark recruited personal assistant Pepper Potts and chauffeur Happy Hogan, both of whom became close confidants. Stark’s closest friend was fellow M.I.T. graduate Lt. Col. James Rhodes, the U.S. military’s liaison with Stark Industries, who was both unafraid to chastise Stark for his immature behavior and willing to accept that his friend was



unlikely to change. Stark's main home was in Malibu, California, in a cliffside estate controlled by his personal A.I., JARVIS.

A firm believer in his father's mantra that "peace means having a bigger stick than the other guy," Stark insisted that Stark Industries only supply weapons to America and her allies, unaware Stane was illicitly selling their weapons to terrorists. Eventually, Stane decided to eliminate Stark, tired of "carrying him." After being awarded the prestigious Apogee Award, Stark visited Afghanistan to demonstrate the new Jericho missile system to U.S. forces. Stane secretly paid the terrorist organization the Ten Rings to ambush Stark's convoy and kill him, but did not inform them of their target's identity. After Stark demonstrated the Jericho in remote mountains, the Ten Rings attacked the convoy, killing Stark's escort. Critically wounded by one of his own company's missiles, Stark was recognized and captured by his attackers, who decided Stane had not paid them enough to eliminate such a valuable target. Another of the Ten Rings' prisoners, the Afghani scientist and surgeon Ho Yinsen, saved Stark's life with emergency surgery by rigging up an electromagnet hooked to a car battery and implanting it in Stark's chest to prevent embedded shrapnel from entering Stark's heart.

Stark's captors demanded he build them a Jericho missile, promising to release him afterward. Knowing this was a lie, Stark agreed in order to buy time. Using palladium taken from Stark weapons in the terrorists' cache, Stark built a miniature Arc Reactor — a high-output energy source — based on a larger prototype his father had once created, and used it to replace the battery. Then, under the pretense of constructing the Jericho, he and



BOY GENIUS TONY STARK ATTENDED M.I.T. IN HIS TEENS AND TOOK OVER

Stark Industries after his adoptive parents died in a car crash, appointing Pepper Potts his executive secretary and Happy Hogan his chauffeur. While visiting Asia to demonstrate new weapons, he was injured by a landmine and captured by the warlord Wong-Chu (in the original 1963 comics, this happened in Vietnam, but with the Vietnam War increasingly distant, the location has been updated several times; the most recent depiction places Iron Man's origin in Afghanistan). Wong-Chu imprisoned Stark alongside fellow scientist Ho Yinsen, who helped Stark build his original Iron Man armor to both keep his injured heart beating and destroy their captors. Yinsen sacrificed his life to buy Stark enough time to charge the armor. Making his way home, Stark first met U.S. Marine James Rhodes, who became a lifelong friend. For years, Stark let the public believe that Iron Man was his bodyguard to maintain his secret identity, but he eventually revealed the truth.

Iron Man, alongside other super heroes, formed the Avengers to fight the foes no single hero could withstand. He modified his armor continuously over the years, often creating specialized suits for unique circumstances and environments. Stark not only battled villains, but also personal demons, including his alcoholism, corporate foes and even friends with clashing ideologies. Stark briefly served as U.S. secretary of defense and became director of S.H.I.E.L.D. for a time. No matter the situation, Tony Stark continues to fight to protect the world as Iron Man.

FIRST APPEARANCE:
TALES OF SUSPENSE #39 (1963)

